



ANNUAL GENERAL MEETING UXBRIDGE BIA: 2016

November 22nd, 2016





Welcome

Thank you for being here with us tonight!

What is the BIA?

- Business Improvement Area designated by Township
- Includes 250 business on Brock Street, Toronto Street, Douglas Road, parts of Main Street and other side streets
- Tax levy on commercial properties funds BIA
- BIA Board of volunteers (2 Councillors and 5 local business owners) direct the BIA with Facilitator assistance
- Monthly meetings

What does the BIA do?

- As per our By-laws... “The BIA Board of Management is entrusted with the improvement, beautification, promotion and maintenance of the Town of... principally... improvement... process improvement... business, commercial and shopping area.

Beautification

Promotions

**Events &
Event support**

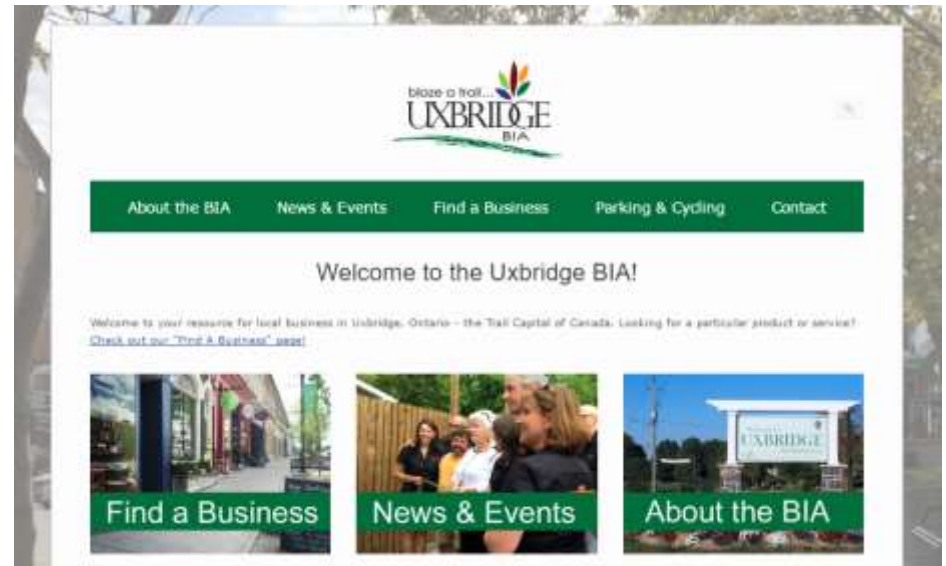
- “The BIA is a non-profit... which shall be dedicated to improve the health and quality of life in the Town... Management works to create the environment in which to work, shop, live and visit.

2016 in Review

- Year of change: many new Board Members, new Chair, and new Facilitator
- Beautification: Hanging baskets, Christmas decorations (purchase of new bows for wreaths, ribbons)
- Events: Supported BIA business events (Babes Shop Brock) + held Halloween event.
- Developed our relationship with Uxbridge groups including Tourism, Library, & YDHR to make collaboration possible.

2016 Special Project: New Website

- Created new website to better promote BIA businesses, have a centralized place for information, and make information easier to find for everyone.
- New and improved business directory listings!
- Facilitator website demo.
- Uxbridgebia.ca
- Uxbridgebia.com



2016 in Review

- Win This Space comes to fruition with Second Wedge!
- Purchase of new laptop and cell phone for better communications. Direct line to BIA instead of voice mailbox.
- This year we encountered many challenges, and are committed to putting what we learned into action next year, including:
 - More events
 - Advanced notice on BIA activities when possible
 - Christmas lighting solution

Still to come in 2016...

- Shop Uxbridge campaign 2016
 - Plan to have boxes and ballots distributed for December 1st.
- Christmas decorating contest
 - Details to be determined.
 - Will include panel of judges as well as popular vote



Christmas event

- Saturday December 17th
- Old-fashioned Christmas!
- Opportunity for Uxbridge residents to Christmas shop without having to go to a mall – have sales!
- More details to come!





- 2016 was an amazing year for business in Uxbridge. There were many innovative events, business ventures, and a great sense of community!
- Please continue to let us know how we can support you. Let us know if you need event assistance, promotions, a tent, or anything else!

PLANS FOR 2017

2017 Flowers/Watering

- Red and white alternating baskets for Canada 150
- Expansion of program: 20 new baskets primarily on Toronto St and Douglas Road



2017: Banner Replacements

- Banners have become worn out, need replacing
- BIA is pursuing an updated banner design, still recognizable and consistent with Uxbridge BIA branding, to make sure the look of the banner program is current, be competitive with other BIAs, and capture the attention of increased tourist numbers and new residents.

2017 Special Project: Signs

- Participating in sign audit and purchasing project with Township, Tourism Committee, and Central Counties
- Central Counties will match $\frac{1}{2}$ our donations: we plan to contribute \$5,000
- Goal: to better direct residents and visitors alike to and around Uxbridge, and to our business areas!
- Currently in assessment stage – please forward your input and ideas!

2017: Resident Survey



- At the suggestion of BIA Members, the BIA is looking to pursue a survey of Uxbridge and area residents to find out how to better draw them to shop in Uxbridge. This would be a Facilitator project.

2017 Events/Campaigns

- Events:
 - Saturday February 11th: We LOVE our customers! Valentines shopping day.
 - Give out free hot chocolate or cider
 - Encourage businesses to have promotions or events
 - Sat. April 15th: Easter Hunt!
 - Easter eggs for kids – similar to Halloween event
 - Wed. June 21st: Summer Solstice Shopping Night
 - More adult-focused but family-friendly event. Shopping night with earth-friendly and “green” theme

2017 Events

- Minor monthly promotional campaigns:
 - January: Holiday Hangover
 - Promote health/wellness or related businesses (eg “financial” health)
 - March: Vacation/Staycation & March break!
 - Promote fun nights out, in-town activities, ways to pamper yourself, etc
 - May: Mother’s Day
 - Focus on treating mothers and grandmothers

Upcoming Culvert Construction

- Culvert on Brock Street will be under construction in 2018
- BIA is keeping up to date on this project, will inform members of updates and any opportunities for input
- We are hoping the Township will allow us to use this as an opportunity to plan beautification-focused improvements



2017 Draft Budget: Beautification

- Flowers/Watering: \$23,000
- Banners & RIM: \$6,700
- Christmas décor and RIM: \$9,500
- Signage Program: \$5,000



\$44,200

2017 Draft Budget: Administration

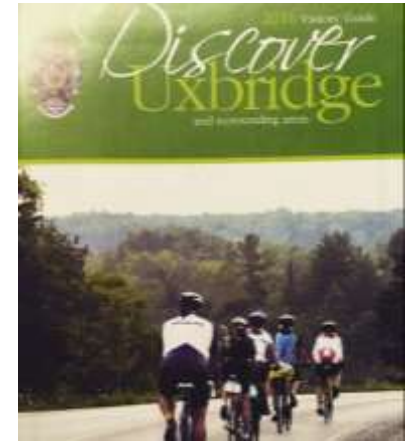
- Facilitator: \$30,000
- Office Supplies: \$980
- AGM: \$100
- Cell phone bill: \$800
- Storage unit: \$1,400
- Website maintenance and hosting: \$500
- Ontario BIA Membership: \$220
- OBIAA Conference attendance: \$1,500
- Audit: \$1,000



\$36,500

2017 Draft Budget: Events & Promotions

- Huck Finn Day: \$1,500
- Santa Clause Parade: \$1,000
- BIA Event Support: \$5000
- Shop Uxbridge Christmas Prizes: \$10,000
- Shop Uxbridge Christmas adv/pro: \$4000
- General Advertising: \$3,000
- General Promotions: \$1,250



\$25,750

2018 Draft Budget

- Flowers/Watering: \$23,000
- Banners & RIM: \$6,700
- Christmas décor and RIM: \$9,500
- Special Project Fund: \$5,000
- Huck Finn Day: \$1,500
- Santa Clause Parade: \$1,000
- BIA Event Support: \$5000
- Shop Uxbridge Christmas Prizes: \$10,000
- Shop Uxbridge Christmas adv/pro: \$4000
- General Advertising: \$3,000
- General Promotions: \$1,250
- Facilitator: \$30,000
- Office Supplies: \$980
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- Ontario BIA Membership: \$220
- OBIAA Conference attendance: \$1,500
- Audit: \$1,000

\$106,450

Volunteer with us!

- Your great ideas can help the BIA thrive!
- Talk to the BIA Chair or Facilitator if interested.
- Volunteers needed for:
 - BIA Board of Directors
 - BIA Events Subcommittee



Thank you!

- Questions?
- Keep in touch with us through social media and our weekly email newsletter for the most up-to-date information on upcoming events, opportunities, and more.



[Facebook.com/UxbridgeBIA](https://www.facebook.com/UxbridgeBIA)



[Twitter.com/UxbridgeBIA](https://www.twitter.com/UxbridgeBIA)



[Instagram.com/UxbridgeBIA](https://www.instagram.com/UxbridgeBIA)